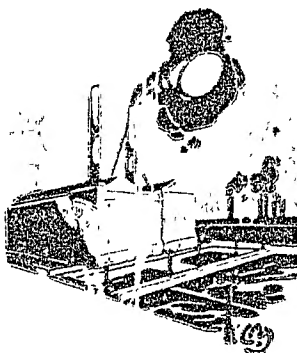


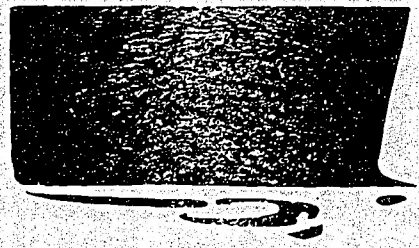
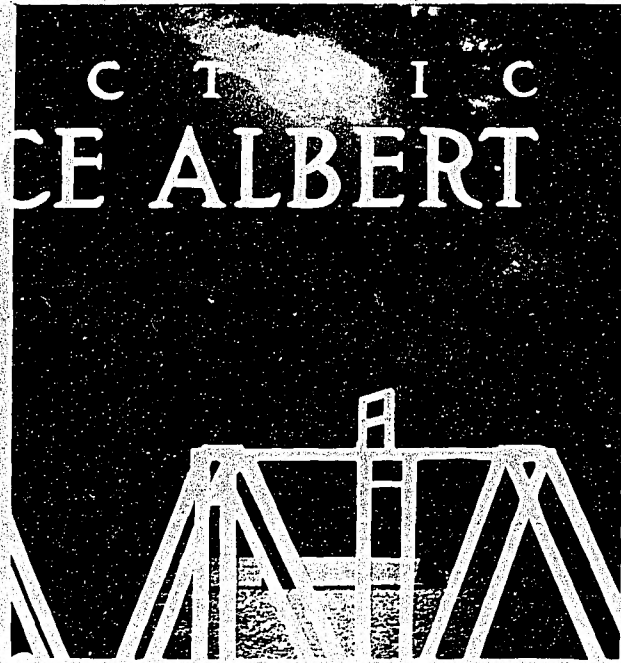
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P. 1.



PRINCE-ALBERT

THE WHITE COAL CITY





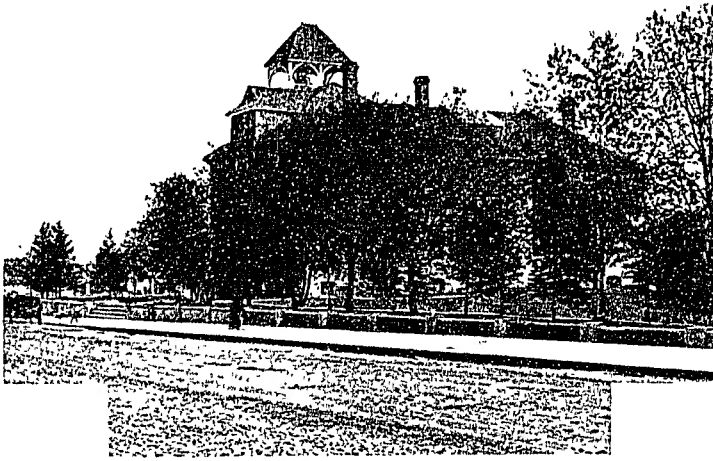
Officers of the Board of Trade
Prince Albert

Sask.

—

ANDREW HOLMES	President
A. L. MATTES		Vice-President
G. W. BAKER	Treasurer
WALTER E. GUNN	Secretary

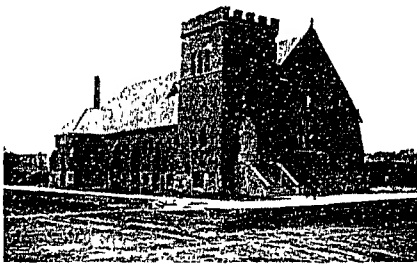
<i>Directors:</i>	T. J. Agnew F. W. Armitage Wm. Doidge H. T. Jaffray J. H. Lindsay R. P. Laurie O. B. Manville P. W. Mahon Alex. Matheson	T. H. McGuire S. McLeod W. R. McLeod N. W. Morton Geo. Moorhouse T. B. Sharpe Hugh Sibbald B. W. Wallace
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F O R E W O R D

WE sing a Prince Albert Processional. Nature was in her happiest mood when she created the imperial Prince Albert district. What a mighty heritage—a country surpassing rich in sunshine, soil and seasons. We who have fallen heirs to great responsibilities are alive, awake, active in appreciation. Processional! Confident of our country, strong in our moral fibre, we march on to the hymn of a grand prosperity.

*The Prince Albert
Board of Trade*



"Prince Albert is destined to be one of the greatest commercial centres on the American Continent."
—Hon. Walter Scott, Premier of the Province of Saskatchewan.

1 The Anglican Cathedral 2 The Catholic Cathedral
3 St. Paul's Presbyterian Church

The City of Prince Albert occupies a commanding site on the green clad banks of the North Saskatchewan River. No more beautiful location could be imagined. It not only pleases the eye, but gives the municipality those essentials necessary to the maintenance of ideal water, sewerage, roadway, park and other utilities. We revel in the fact that we are Western Canadians, but we glory too in our British park-like topography. You sacrifice nothing when you come here to make the money so easily to be had, for all the time there is the keenest joys of living. For many years now the North Saskatchewan has been little else than water

A Public School in delightful surroundings

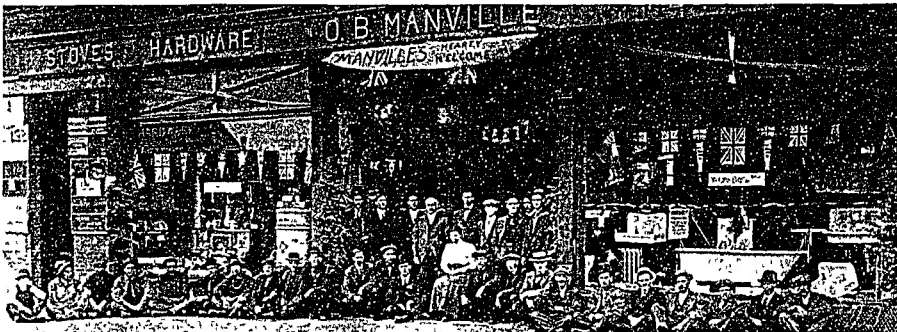


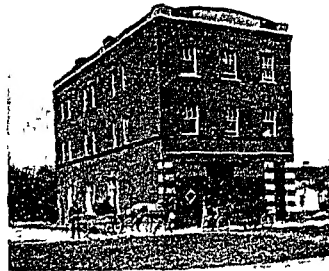
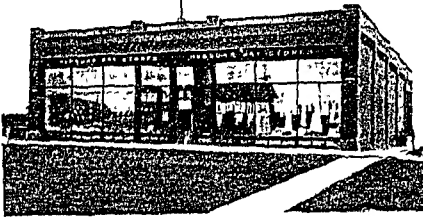
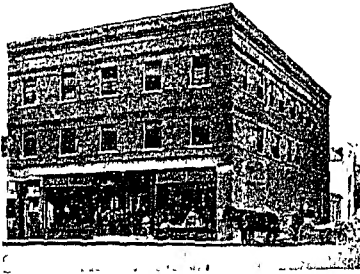
"At least fifty miles of grading on the construction of the Hudson Bay Railroad from Prince Albert will be complete by the end of 1912."—
Sir William Mackenzie,
President,
C.N.R.

5

upon which to play—soon it is to become the birthplace of power. Twenty-five miles east of the city the La Colle Falls are to be harnessed at an ultimate cost of \$1,000,000. The resultant energy will aggregate 15,000 h.p. In April last the Ambursen Dam Co., of Montreal, secured a contract for \$578,000. This covered head-works, dam and lock. Other contracts will be let in ample time to have hydraulic electricity, "White Coal," available for use all over the city by the end of next year. Does the meaning and import of this marvellous prevision grip you? Do you know that cheap power spells destiny and guarantees the future? Prince Albert will sell a continuous electric power service, on a 24 hours basis, at an average of \$25 per h.p. per year. Two hundred h.p. blocks will be obtainable at \$22. No wonder then the words "Electric Prince Albert, the White Coal City," are on the lips of every opportunity seeker, whether he is searching for a living or with far seeing eye planning one of those great manufacturing enterprises that will soon make Prince Albert's industrial income rival its great agricultural revenue. Cities without water power cannot possibly offer any competition. "White Coal" always has been and ever shall be better than black. The best steam plants in eastern cities find it difficult indeed to get current in even the largest quantities at less than \$35. Not only are we to have likeable savings in our domestic electric lighting, and streets a perfect blaze of illumination, but through a power price that cannot be beaten attract factories, especially those that can use any part of the 1500 square miles of timber in this important district. Then there is another feature. The La Colle Falls have always been a menace to up stream navigation. All danger will now be removed, for the dam and its forty foot lock will rob the rapids of their tumbling waters and make steam boating an easy thing between Edmonton and Lake

Manville does the largest hardware business in Saskatchewan





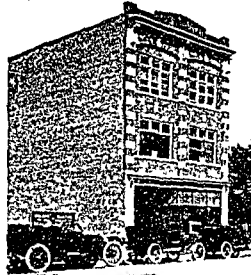
"The spirit of progress which is here (Prince Albert) certainly makes this city one of the finest on the continent."
—Sir Wilfrid Laurier, Leader of the Federal Opposition.

6

Winnipeg with all tonnage accruing to the advantage of this city.

Of course it is a well known fact that the Dominion Government is making a complete survey of the river under the guidance of L. R. Voligny, whose headquarters are established in Prince Albert. It is the

avowed intention to provide a through channel six feet deep at even the lowest water and thus allow safe passage for vessels drawing four feet or less. When the work is completed all heavy materials such as agricultural products, machinery, and building supplies, will be routed, at an immense saving, by water rather than rail. Thought must be given to the considerations surrounding the Hudson Bay Railway and its beneficent effect in easing the annual grain blockade. When crops can be moved by barges to points along the line much will have been accomplished in assuring farmers of a ready, economical outlet for their products. Besides making a river survey the



- 1 McKay & Adam Block
- 2 The Mitchell Building
- 3 The Hudson Bay Co's Store
- 4 The O'Connor & Goodfellow Block
- 5 The Bradshaw Building
- 6 Surveying the Hudson Bay Line

Prince Albert is today the most brilliantly illuminated city in Saskatchewan. Cheap power from La Colle Falls will make it a veritable blaze of light.

Government has determined to gather all available information concerning the head-waters of the Saskatchewan with the idea of imprisoning the waters so that floods may be checked and low levels raised at convenience. Transportation being the foundation of trade, Prince Albert has the seal of commercial supremacy, for the Canadian Northern Railway is now operating four great feeders into the city, one from a north-western point, the home of Canada's greatest lumber mills, another that originates at Winnipeg and taps a fine eastern country, a third from southern Saskatchewan, and a fourth taking in much south western territory. The last named line will be completed to North Battleford this fall and add an invaluable link to the great chain of importance attaching itself to the Hudson Bay Railway from Prince Albert, fifty miles of which will be graded for steel before the fall. It is impossible to exaggerate the importance of the road to the Bay, for the route is a world's trade highway, rich in historic associations and destined to affect the markets of three continents. The bonds of the line are guaranteed and the project removed from the field of imagination to the realm of reality. That Prince Albert will take a great toll from the trade of "The way to the Bay" is nothing less than obvious.

And besides the Hudson Bay Railway will throw light upon the great latent wealth of our north country. Here are some extracts from the story of an experienced traveller who covered the route of the road:—

"The country which the Hudson Bay line will open up is one of natural riches which have hitherto lain undeveloped. It has agricultural lands equal if not superior to any

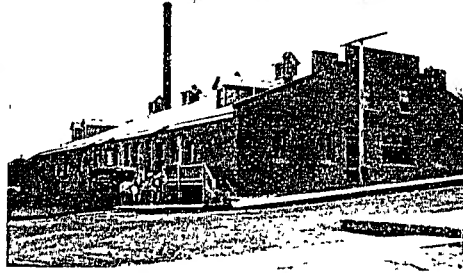
The High School occupies a city square



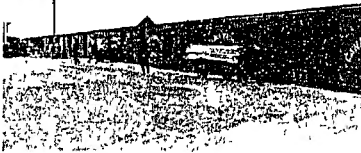
1 A vista of lumber



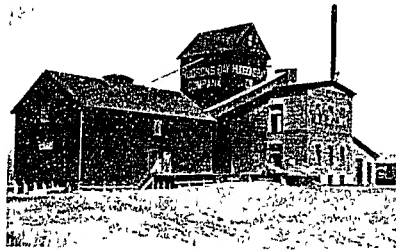
2 The Prince Albert Sanitary Laundry



A great magazine has called Prince Albert "The City of the Silver Saws," and no wonder, for its lumber mills compel admiration and challenge comparison.



3 A Lumber Loading Station



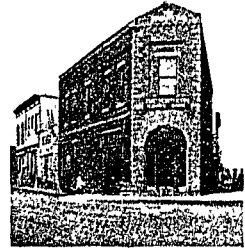
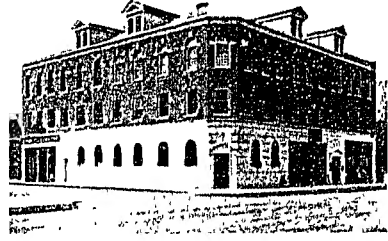
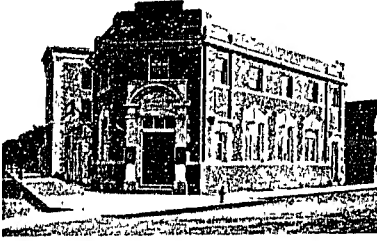
4 The Hudson Bay Co's Mill

yet thrown open for settlement in Saskatchewan. It has inexhaustible supplies of timber, pulpwood and fuel. It has lakes teeming with whitefish that the enterprise of the white man has never yet exploited. It has furs and game and minerals and its climate is much the same as that encountered anywhere in the habitable parts of northern Canada. Who then will doubt the certainty of the future of Prince Albert, the already prosperous and rapidly growing city on the southern fringe of this belt of territory which will be opened for exploitation by the advent of this pioneer railway? The first fifty miles of the line will pass through country where construction will be easy. There is no rock and very few bodies of water requiring bridges or trestles. There are none requiring a deviation from a straight line. Construction work will be rapid. The geographical location of Prince Albert gives it preeminence as the centre for western distribution and a successful railway to the Hudson Bay will result in the establishment of large elevators storage warehouses and wholesale distributing stores in this city. The Hudson Bay Railway will mean that every road that comes into Western Canada will be

Bank of Ottawa



Prince Albert has the only permanent land show building in all Canada. After the new-comer has been attracted he finds here soil products that speak eloquently of agricultural successes.



1 The Canadian Bank of Commerce 2 The Masonic Temple
and Morton-Barling Bank 3 Grain possibilities
beyond belief! 4 Northern Crown Bank

9

compelled to have a line leading to Prince Albert

and the nature of the country between this city and the Hudson Bay contributes the easiest route for the construction of the numerous lines that posterity may dictate as necessary to carry the products of the west to tidewater. The surveyors are now laying out the route for this line and construction will commence just as soon as the direction has been sufficiently demarked to make the commencement of grading possible."

The Grand Trunk Pacific looms large in the minds of many because of its Federal

The Royal Bank of Canada



support and all Canadian route, so it is interesting to note that this mighty carrier has graded a line into Prince Albert from Young and already laid steel to Wakaw Lake. Immediately upon the early completion of a bridge over the South Saskatchewan River rails will be rushed north on the forty-four miles of remaining route and Prince Albert given another portal of prosperity and progressiveness.



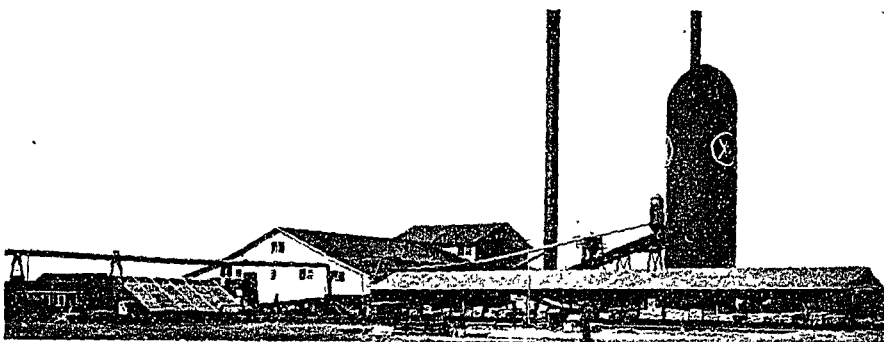
Prince Albert on August 1st, 1912, had a clean, fine population of 10,600 enthusiastic citizens. This figure is accurate, not fancied, and will increase almost beyond belief.

1 New houses everywhere in Prince Albert 2 325 houses under construction now
3 Trees in all their home-like beauty 4 In the suburbs

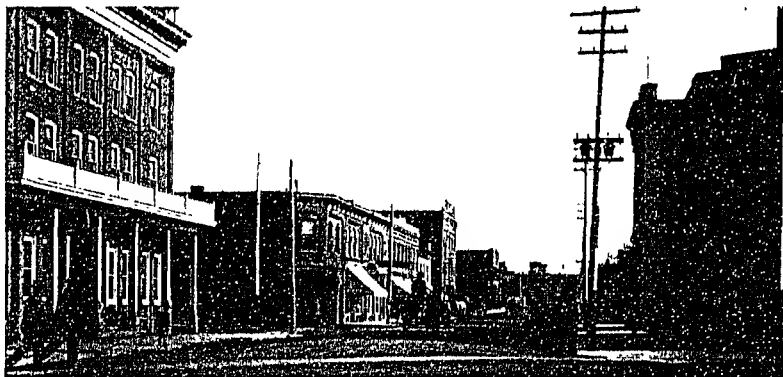
As for the Canadian Pacific Railway there is but one intention, to tap the rich traffic of Prince Albert and the wealthy agricultural areas of the surrounding district with all haste. Having once tasted our trade through their lease of the Qu'Appelle, Long Lake and Saskatchewan line, now under C.N.R. operation, it is but natural that they should look upon a new road of their own with eagerness. Of course, many proposed railroads backed by different organizations are being mooted daily, but it is the intention of this book to give solid information rather than theories of thin air. There is one other point in this question of transportation—good roads. These constitute a fruitful source of trade for Prince Albert and daily

10

Saw Mill of the Prince Albert Lumber Co.



Take up one of the many homesteads in the Prince Albert district and walk the flowery path to fortune. Here is the average man's opportunity.



First Avenue West, looking south

a great volume of business comes to the city along fine arteries of travel from all directions.

"Intensive farming"—a slogan to conjure with! Here is the basis of everything good in the success of any district. The Prince Albert country looks like the best of Old England's beauty, produces as well as the famous mixed farming lands of France and withal has Western Canadian progress instilled in its manhood. The country is gently rolling, delightfully wooded, clothed with sparkling spots of open water, striped by brilliant

running streams, gladdened by glorious sunshine, endowed with the richest of black loam on a clay subsoil and never failing in crop as well as stock production. Results tell an eloquent story. One of our farmers, F. D. Cherry, carried off the Western Canadian wheat championship at Brandon, Man., in 1910, and the following year took first prize. His greatest honor for himself and the district came in 1911 at the National Corn Exposition, Columbus, Ohio, when he captured first prize in the world's class for red fife wheat. Then, too, the first and second prize creameries of Saskatchewan are at our door, illustrating all the time the mighty pre-eminence of intensive over old style agriculture. Every farm in the Prince Albert district is many sided. You will not find an entire dependence upon one crop, but rather a great faith in many. The city stands loyally behind this advanced idea, for it maintains three mills to grind wheat into flour and oats into meal, a great packing plant to consume cattle, sheep and swine, enterprises utilizing much milk and cream and companies directed to the sale of eggs, vegetables, etc., in less favored districts. We are not putting our faith into one crop, but many, not selling a product once a year, but having something to dispose of every week. Failure is out of the question. Naturally you ask, "How can these lands be secured?" First, by homesteading, taking up 160 acres



Like the Old World in beauty, like the New in opportunity

A great stretch
of navigable
water gives
Prince Albert
a natural ad-
vantage that
cannot be over-
estimated in a
commercial or
spectacular way.

with the following conditions:—"Every person who is the sole head of a family and every male who has attained the age of 18 years, is entitled to obtain entry for a homestead, to the extent of one quarter section of 160 acres, on payment of an entry fee of ten dollars.

"A widow having minor children of her own dependent on her for support is permitted to make homestead entry as the sole head of a family.

"Application for entry must be made by the applicant in person.

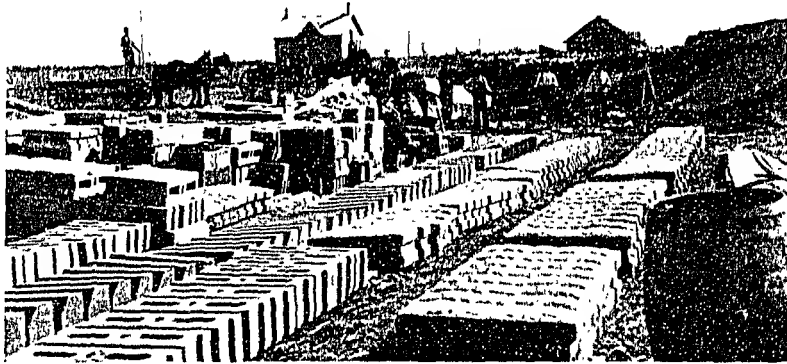
"Application for homestead entry by proxy is permitted, however, in the case of a person making entry on behalf of a father, mother, son, daughter, brother or sister, when duly authorized to do so in the form prescribed. In such case the proxy must appear before the Land Agent for the district in person.

"Residence for six months in each of three years, after homestead entry, satisfies the residence requirement necessary to entitle the entrant to patent.

"A homesteader who resides on his homestead is required to break a total of at least 30 acres of the homestead (of which 20 must be cropped) before applying for patent. A reasonable proportion of the cultivation duties must be done during each year.

"When the duties are being performed under the regulations permitting residence in the vicinity, the total required to be broken will be at least 50 acres (of which 30 must be cropped)." These homestead lands are as good as can be found out of doors, so the wise will act without delay. During the year ending March 30, 1912, no less than 2,096 entries were made upon homestead lands. If you wish farms that are improved or unimproved, but close to railway lines, prices of \$9 up per acre can be secured and satisfactory terms arranged. The statements of three

The grade of the Grand Trunk Pacific Railway is practically completed to Prince Albert. This line gives another outlet to the world's markets.

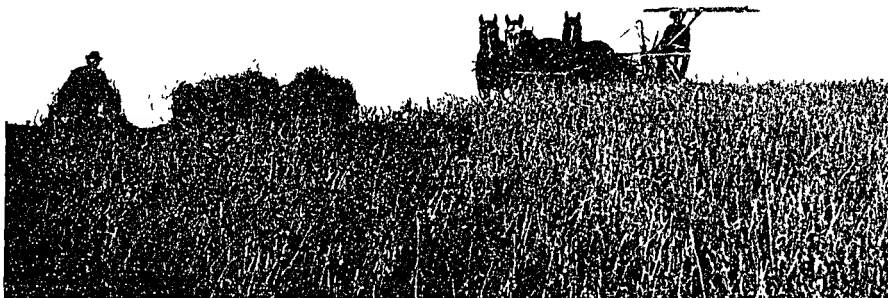


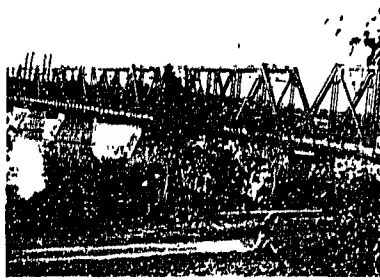
Cement blocks are manufactured in great quantities

farmers combine the experience of all. W. W. Carter tells of his farming prosperity with evident delight:—

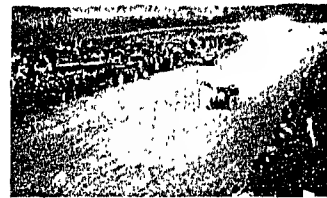
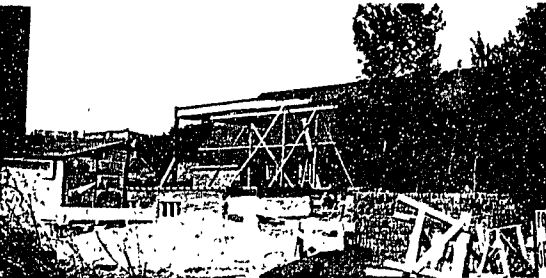
“When I was living in Manitoba I heard so much about the Prince Albert district, the fertility of the soil, the abundance of the natural grass and the unlimited supply of wood and water that I decided to locate in that district if possible. I arrived in Prince Albert in the fall of 1908. At that time I had about \$450, which was reduced to \$400 by the time I had entered for a homestead. I was fortunate enough to secure a good quarter section, and after three years residence my small capital has increased to about \$5,000 in land, buildings, stock and implements. This is just one instance amongst a multitude of other successes. The country around is virtually a poor man’s paradise, as the poor man is able to become comparatively rich or the rich man richer. If I had

A crop that speaks eloquently of success





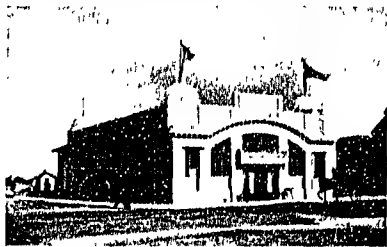
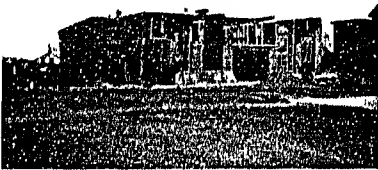
The Canadian Northern Railway serves Prince Albert in four different directions and opens up a tributary territory possessed of every agricultural possibility.



1 A Holiday Parade 2 The bridge over the North Saskatchewan 3 The McLeod Department Store
4 The beautiful river front 5 \$35,000 City Club under erection,
6 Automobile race against time

possessed \$2,500 when I came, instead of \$400, I could have been worth \$12,000 now. What makes this district so desirable for settlers is that it is adapted to mixed farming, which is really the only kind of farming that can be depended upon as a permanent source of revenue. The country's best advertisement is manifested in those who sell their holdings at a low price and leave here for some imaginary Elysian fields afar off that they find are only a mirage when they get there. The advertising part is seen when such people return here and have to begin again, bewailing all the time their loss through leaving here and lamenting their wasted years of toil. There are some people who very easily become

Prince Albert has a commission form of government, a low tax rate of 18.33 mills and is administered along the most advanced municipal lines.



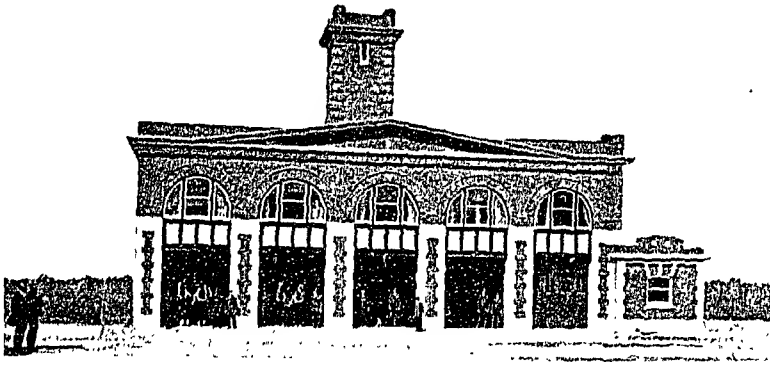
First! Second! Third! Fourth! \$15,000 Permanent Land Show Building and Board of Trade, erected in 16 days!

15

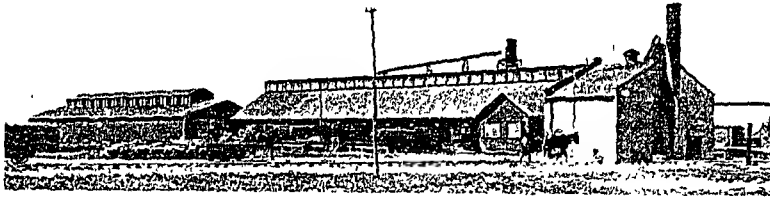
discouraged and fail. The country cannot of course please that sort of person, and success does not await anyone who comes to seek a life of ease and luxury. What Prince Albert and the surrounding district needs is capitalists to establish "home industries" and develop the vast resources of the country, and men with willing hands and arms to populate the outlying regions awaiting thousands of homemakers. To those who are bent on making permanent homes and going ahead in their new sphere of life, the Prince Albert district offers prosperity and that peace and freedom and security which are as evident here as anywhere under the flag."

Read Will Schmitz's autobiography so far as the Prince Albert district is concerned:—

"I came to Canada on August 22, 1903, to take up my homestead, and brought with me one span of mules, harness, wagon and cook stove and \$400 in cash. I moved on the homestead at once and built a little log house and stable and bought two cows (paid \$50 for one and \$35 for the other) and then prepared for the winter. In the spring of 1904 I began to look over my homestead to find a place to break a patch for a garden and found it was impossible to break any land without clearing off the scrub. I then began clearing off the scrub, and after four days work measured the land, finding that I had only cleared one acre. This looked very discouraging to me. In the fall of 1906 I prepared all my ground for 1907 and also fed up my team so they would be able to seed the 40 acres which I had broken the three years before, but just before seeding one of my mules died and I lost my best cow. The increase of cattle by this time was 10 head so

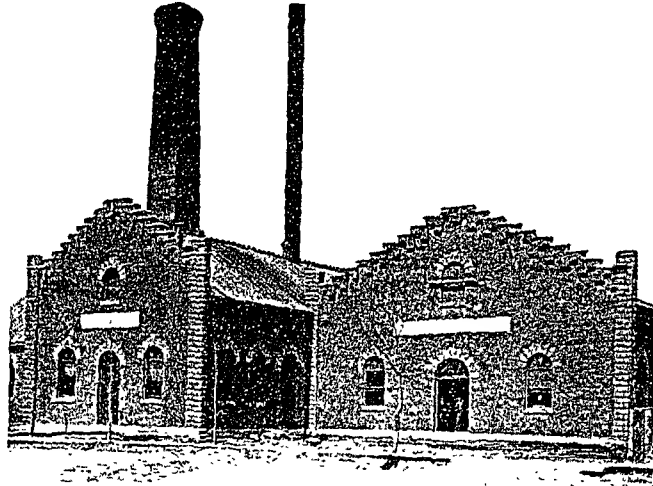


As you travel through the park-like Prince Albert district millions of wild flowers, partially hidden in great masses of foliage, show their faces like half veiled Circassian beauties; and fruit is everywhere.



16

I had nothing else to sell but cattle to replace my mule. Accordingly I traded the best cow I had for an ox and set out farming and in the fall got a big crop. I found there was no sale for it nearer than Prince Albert, which was 40 miles away, so I bought hogs and young cattle and have found a good market for them up to the present date. In the



1 The Firz Hall is modern in every appointment 2 Planing Mill of Prince Albert Lumber Co 3 The City Power Plant

spring of 1908 I began seeding more of my ground to wheat after finding that wheat was a good paying crop. Things had then begun to move. I have 120 acres broken

Seven splendid churches guard the religious life of Prince Albert's people and so the moral as well as the material welfare is not neglected.



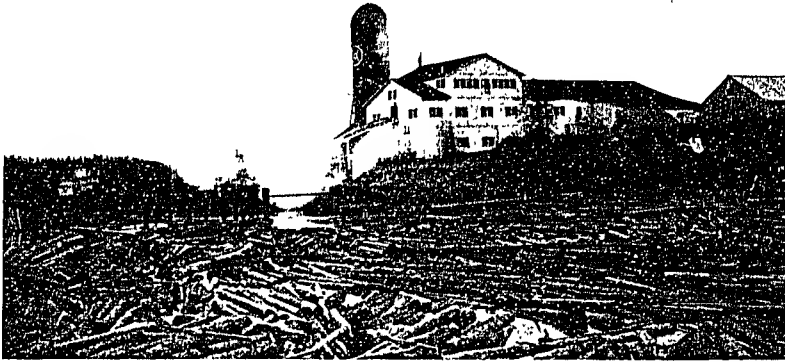
Surveyors' camp for Hudson Bay Railway

now. I then bought farming machinery and horses on time and by raising good crops I found that I was able to pay all my notes when they came due. So when anyone gets settled in a good district where crops are sure like they are here he is bound to make money. I have now 480 acres of land, 38 head [of hogs, 10 horses, 27 cattle and a set of farming machinery valued at \$1,000, a good house and all buildings necessary for a farm and all my land is fenced. Total value \$12,000. The land is as good as I have found anywhere. Any-

one coming into this country now does not have to put up with hardships that old settlers had to put up with. There are good wagon roads and railroads running through the district and the large fires that swept through the district burned up nearly all the scrub, so anyone coming in now can hitch his plow and break without doing much clearing. The country is so level that nearly all fields are one-half mile long. The last few years a large part of the farming has been done by steam and gasoline engines. The

A fascinating view from the north bank of the river





Innumerable logs demanded by a great building record

country is dotted with public schools. Churches are built throughout the country. The summers are pleasant and the winters are dry. When a person has lived in this country for a few years he never feels satisfied anywhere else."

Frank Buckingham tells the following story of his experience in the Prince Albert district:—

"I came here about eight years ago with \$600 and a large family of boys. We all homesteaded and at the present time in homestead and purchased land we have between us 11,020 acres, of which 300 acres are in crop this year. I particularly recommend this district to old country farmers and laboring men who are not afraid of work. Such people are only wasting time the longer they delay coming. I was a gamekeeper in the old country until past the prime of life, and now I regret

At the present time over one million dollars worth of buildings are under active, energetic construction in Prince Albert. The year's total will exceed two million dollars.

18

The pathfinders of the railways in camp



The Western Canadian Wheat championship, Brandon, Man., and first prize in the world's class for red life wheat, Columbus, Ohio, were won by F. D. Cherry, Prince Albert district.



The delightful grounds of a city home

that I did not come out many years ago. For a young man the opportunities are greater now than ever before owing to the wider development of the country."

These excerpts from a letter sent by the Dominion Lands Agent of the Prince Albert district to the General Passenger Agent of the Canadian Northern Railway can be counted upon as being reliable and beyond question:—

"I may say practically all the available land in [this land district is] park country and covered more or less with scrub, poplar, willow, rose bushes, etc., the soil, however, being first class quality. I have divided our district into three divisions which may be described as easterly or Melfort and Carrot River division, central or Prince Albert and Hudson Bay route division, and western or Shellbrook, Marcelin and

Tents of the advance guard for the Hudson Bay Railway





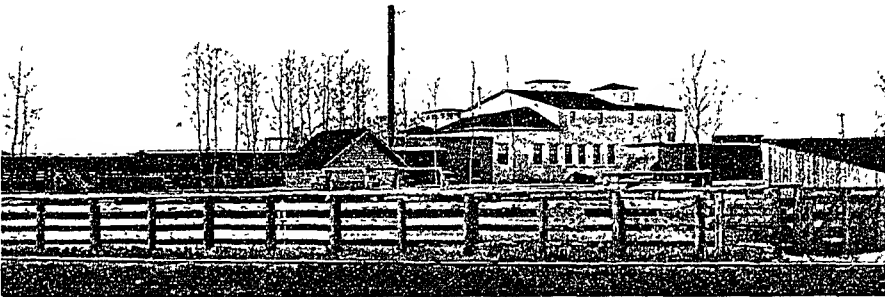
Thousands of fat cattle are raised in the Prince Albert district

Prince Albert has one industry employing six hundred and fifty men and many other important ones with smaller staffs. Cheap power for all.

Big River division. During the past season several townships have been opened for settlement in the Melfort and Carrot River division, which area lies south of the main Saskatchewan River in the fertile and luxuriant valley of the Carrot River. The area comprising this division is more or less covered with scrub, poplar, willows, rose bushes, etc., interspersed, however, with patches of open prairie. The soil in this division is exceptionally rich, being a rich black loam of good depth. There would be approximately 5,000 homesteads available for the season of 1912 within this division, and settlers fortunate enough to secure homesteads in this division will find timber within a reasonable distance of their homesteads. No difficulty is experienced by settlers in obtaining good water from wells at a depth of from ten to twenty feet, and besides from the many streams tributary to [the] Carrot River. There are about 11,500 free 160 acre homesteads immediately tributary to the rapidly growing city of Prince Albert, the main

20

The great Russell-Baker Packing Plant



Prince Albert is an outlet to four hundred miles of fertile northland and to the Hudson Bay. Get into our gateway game and prosper.



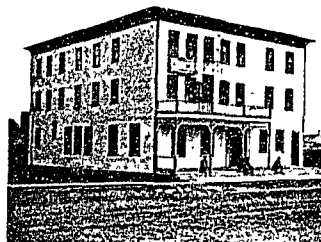
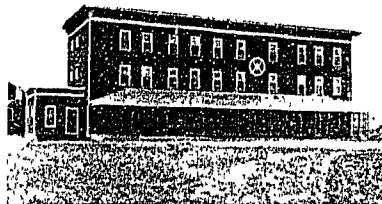
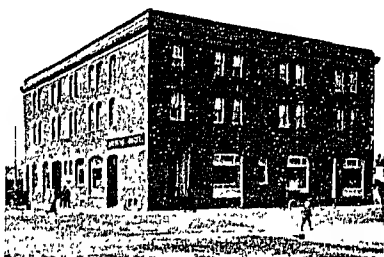
What the camera saw through the trees

portion of this number being situated to the northeast of the city, through which the proposed Hudson Bay Railway will be built. While many prairie homesteads may be secured in this division, still the main portion thereof is covered with scrub, such as poplar, willows, rose bushes, pea vine, etc., and require a certain amount of clearing before the soil can be cultivated. Owing, however, to prairie and bush fires, many areas are already partly clear, and the soil in this division is a first class black loam of splendid depth, insuring fertility for many years to come. All kinds of grains and veget-

ables are successfully grown, while the farmer finds a ready market for the products of his farm in the city of Prince Albert, and in the numerous cordwood, tie and lumber camps situated to the north of this division. This division is well watered by the White Fox River, Garden River and Red River, all streams tributary to the Saskatchewan River. In view of the fact that the C.N.R. has extended their line beyond Prince Albert

Pleasure seekers at play





When the question is opportunity—the answer is “Electric Prince Albert, the White Coal City of Saskatchewan.” Better to come today than to wish you had.

1 The Empress Hotel 2 Boarding house of the Prince Albert Lumber Co.
3 Survivors leaving for Hudson Bay line
4 The Saskatchewwan Hotel

through Shellbrook, Marcelin, Blaine Lake, and a spur from Shellbrook to Big River, this railway has brought first class homesteads within touch of market and some 6,000 homesteads are available in this division. The area comprised is a park country though sufficient timber for building and fencing is found. The soil is of good depth and of first class quality. Abundance of water is easily obtained at a depth of from ten to twenty feet. This division is rapidly settling up.”

The song of the saw is a paean of praise and prosperity in Prince Albert. Lumbering is an industry of gigantic proportions. Some idea of its future may be gleaned from the fact that nineteen hundred square miles of timber are available for manufacture. This is spruce for the most part, but tamarac is found in generous quantities. Poplar, jack-pine, cottonwood and beech abound and in the near future besides being used as fuel will supply excellent raw material for paper pulp. There are two great lumber mills in the district—one at Big River employing 1000 men and another in Prince Albert giving work to 650. A staff of 5000 men is required in the woods in order that the mills may be sufficiently supplied. As soon as the camps are ready the tree felling starts and continues right through the winter, the first snowfall giving the date for the commencement of hauling the cut logs by horse draught to the skid-ways where they are picked up by that comparatively new innovation, the steam sleigh

The two prize
crenneries of
Saskatchewan
are in the
Prince Albert
district. In-
tensive farming
opens up every
portal of pro-
gress and al-
ways pays!

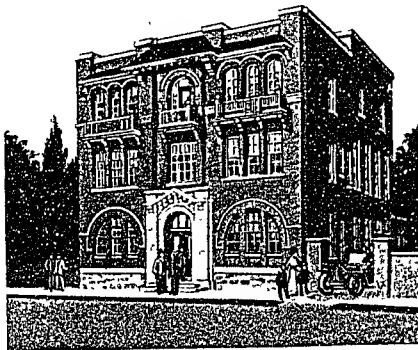
23

or ice-locomotive, through which is effected a great saving in time, labor and horseflesh as compared with the old fashioned haulage of single sleds by teams of horses or oxen. Coincidentally with the profitable work of the men in the woods is the well-rewarded labor on the lakes of those who catch and ship many carloads of the finest fish to home and foreign markets; and then, too, there is fur trading, rich in dividends.

Figures are usually uninteresting, but it seems imperative that we should employ at least a few, for they mark great strides in Prince Albert's development. The postal revenue for the past year showed an increase of close to twenty-five per cent. in the sale of stamps and money

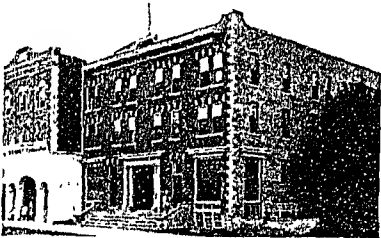
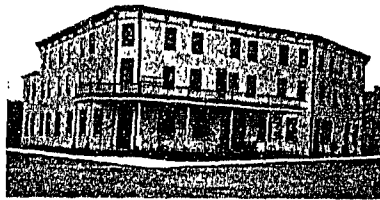
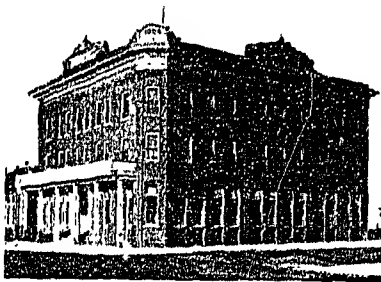
orders, while over \$65,000 was collected at the customs house on dutiable importations. At the present moment buildings exceeding one million dollars in value are under erection and the permits for the year will undoubtedly cover \$2,000,000. Since the spring of 1911 the population has increased 3000, or more than 40 per cent.,

The New Police Station



Knights of Columbus Building

and the assessment \$8,000,000, almost 50 per cent. The expenditures for improvements as passed by the city council in February are as follows: Sidewalks (granolithic), \$100,000; common sewers, \$100,000; water main extensions, \$70,000; storm sewers, \$20,000; grading work, \$50,000; extensions to pumping plant, \$20,000. In addition to this there will be the large expenditure connected with the completion of the great \$160,000 trunk sewer that is being laid. The sewage disposal plant will also be erected this year and will cost



1 Prince Albert Hotel 2 The Windsor Hotel 3 The Avenue and
St. Regis Hotels 4 The Merchant's Hotel

Voluntary hay,
good water
and fine fuel
are available
in inexhaust-
ible quantities
all over the
Prince Albert
district.
Wealth is al-
ways at your
door.

about \$60,000. It is well within the mark to state that 325 residences are now under process of erection, but nevertheless many people find it almost impossible to rent houses owing to the great influx of population.

A profitable feature of this building enthusiasm is the general work that results. Prince Albert makes practically all its own brick from local clay in modern yards equipped with every twentieth century device known to inventive genius. The city also supplies a huge percentage of the woodwork, manufacturing it by the use of tributary timber. In addition, Roman stone of every conceivable form and grade is procurable from a city firm that has already achieved an enviable reputation. During the past month a foundry for stoves, soil pipes, etc., has been arranged for, and a paint factory as well as another general woodworking plant and special woodworking company induced to make definite plans for immediate operation. Prince Albert is not simply an assembling point for building operations, but also a manufacturing one.

All the civic departments show crowning achievements. Through a competent fire department, housed in a modernly equipped hall built last year, the basic rate of insurance in Prince Albert is down to 55 cents, the lowest figure in the prairie provinces, and as a result of establishing a well-trained police force, which this year enters a new \$35,000 station, the efficiency reached in the protection of society and of property shows a masterful degree of excellence. To the new-comer the figures of most import-

Well appointed schools for common and higher education and hospitals for the sick are conducted on twentieth century lines in Electric Prince Albert.

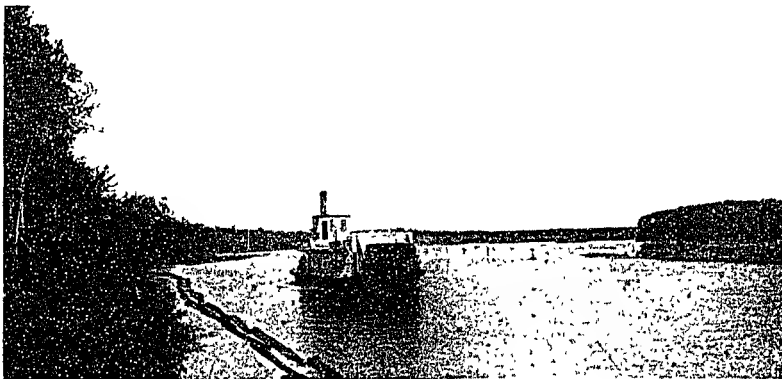


The Post Office has every facility

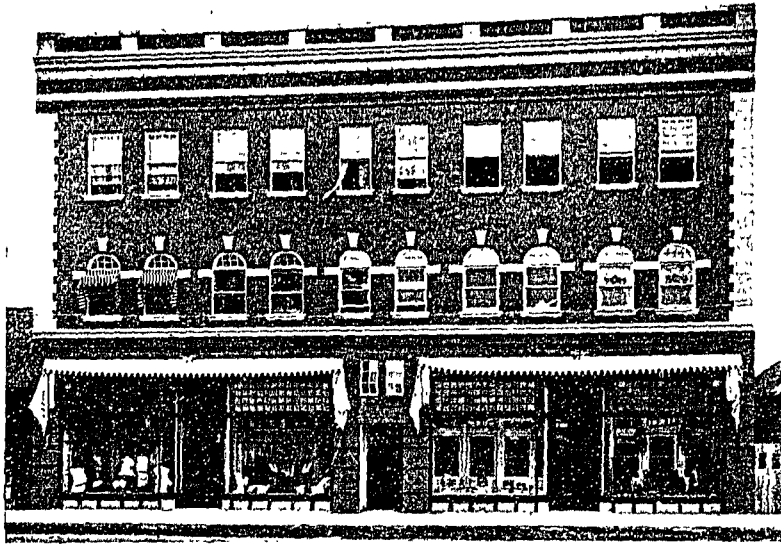
25

ance relate to the ratio between personal income and expenditure. Judged from any viewpoint the balance is all in our favor. Here are a few wage scales: Carpenters, 45c. to 60c. per hour; lathers, 5c. per square yard; plasterers, 40c. to 65c.; bricklayers, 60c. to 70c.; tinsmiths, 45c. to 50c.; plumbers, 55c. to 70c.; unskilled male labor, 20c. to 30c.; domestics, \$15 to \$25 per month; and cooks in camp, \$60 to \$150 per month. And following are market items of daily significance: Beef, 10c. to 15c. per lb.; bacon and ham, 25c. to 35c. per lb.; white fish, 6c. per lb.; flour, \$3 per 100 lbs.; sugar, 7c. per lb.; potatoes, 50c. to \$1 per 100 lbs.; eggs, 25c. to 50c. doz.; oatmeal, 85c. per 20 lbs.; butter, 25c. to 40c. per lb.; milk, 8c. qt.; pork, 11c. per lb.; mutton, 15c. to 20c. per lb.; veal, 12½c. to 15c. per lb.

In the unselfish, humanitarian side of life Prince Albert points to a proud pinnacle of achievement. The seven churches, Presbyterian, Anglican, Methodist,



Commercial boating on the River



Agnew's Departmental Store

Where can you
excel or even
equal our 1912
crop averages
per acre—
wheat 29, oats
44.8, barley
27.5, and flax
7 bushels?

Catholic, and Baptist denominations, are accomplishing laudable work and the Salvation Army labors with its customary zeal. In two hospitals, the Victoria, managed by the city, and the Holy Family, a Catholic institution, medicine and surgery find admirable administration. The former institution can care for sixty patients and the latter forty.

As the great battles of man are won in the schools of the child, the 1200 pupils in Prince Albert's public halls of learning have every opportunity for the future. Public,

Stock thrives in the Prince Albert district



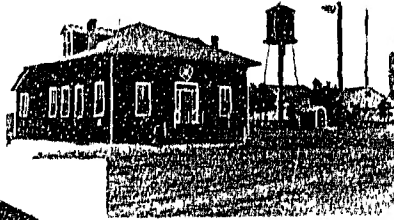
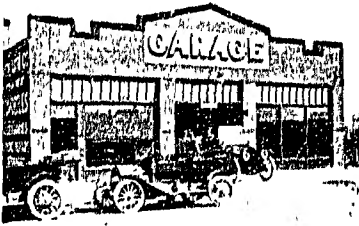
The exquisite charm of Prince Albert's residential districts attracts wealthy home builders from far and near. Here is found the real joy of living.

high and separate schools, as our illustrations indicate, show delightful architecture and surroundings, but in addition maintain staffs of teachers in mental and physical training that make eastern educational centres almost envious. St. Alban's is a refined boarding school for girls and enjoys an ever increasing patronage. Those societies which hold to the finer ideals have prospered greatly in Prince Albert. Newcomers will find the Masons, St. Andrews', St. Georges', Knights of Columbus, Chosen Friends, Oddfellows, Woodmen, Foresters, Owls and Moose well organized and energetic.

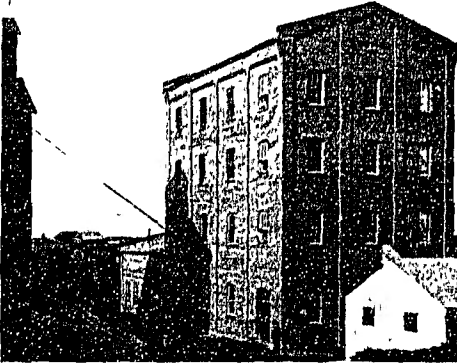
Prince Albert has not gone money mad despite its manifold successes. Perhaps but few other North American cities have the same spirit of sport and good fellowship. Club life shows unusual activities. The centre of sociability and hospitality is at present uncertain, but will be definite when the new \$35,000 Prince Albert Club, now under construction, approaches completion. It will evidence silken ease and solid comfort in every appointment. The Bachelors' and Carlton are residence clubs of distinction, the Outing an exclusive lakeside club for cottagers, and the Conservative, an organization such [as the name would imply. In baseball, lacrosse, track events and football many trophies manifest the successful interest taken in these pastimes in the same manner as the record of the hockey teams here and in Winnipeg indicate superior training in speed and combination. There are more than thirty motor boats on the river as well as

Buildings opposite the City Hall Park



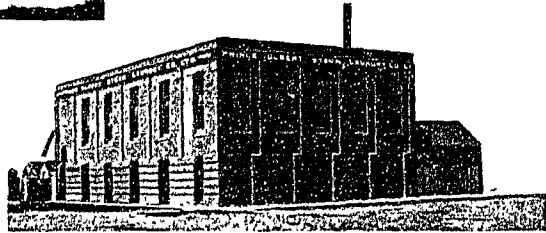


Electric Prince Albert is spending \$75,000 in three years on a great publicity campaign covering the best parts of the world.



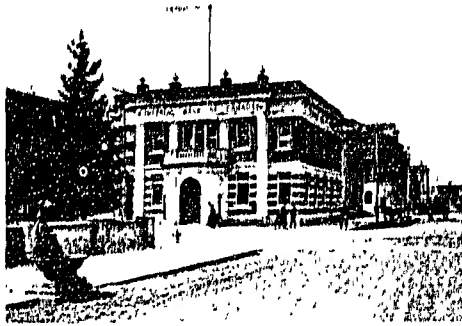
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- 1 There are many garages and many cars
- 2 Scene at Prince Albert Lumber mill
- 3 Farmers' Mill and Elevator Co.
- 4 In the Prince Albert Lumber Co's Grounds
- 5 The Prince Albert Laundry and Early Fruit Co.



innumerable canoes, rowboats and other craft. Perhaps nothing could be more enjoyable than a trip up or down stream between grassy banks, the trees of which throw delicate shadow trceries upon the water. The Tennis Club has always flourished and this season acquired new grounds upon which a commodious house will be erected. For those who have become devoted to golf, the Prince Albert links afford a fine course. There are excellent greens and enough hazards to give a spice of excitement all the time. Cricket has taken a fine place in the life of the city and horse racing, upheld by the Prince Albert Riding and Driving Club, excites unending interest. Of course automobiles are everywhere and always whirling over easy city streets and fascinating country roads. A pause to ask a question and give an answer. What are sports without bands? The City and the Prince Albert Pipe

Western Canada is the only country that has ever attracted United States immigration. "No wonder," you'll say, when you see the Prince Albert district.



The Imperial Bank

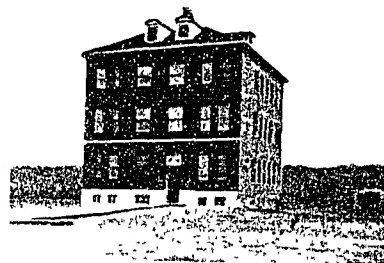
with greatness there must be a sense of responsibility.

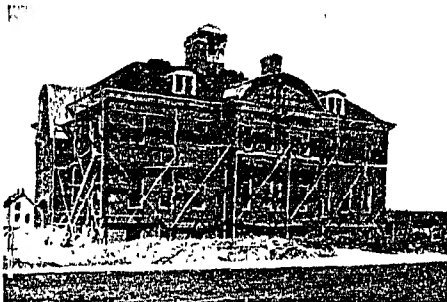
There is no doubting the fact that we could lounge back and with profit await the forced coming of thousands upon thousands of country-makers and city-builders, but we feel that our duty is not to hold on in a porcine way, but rather to give the world, especially full blooded opportunity seekers, a share in the richness we possess. Hence our great publicity movement. Feeling sure of our heritage we tell the world in the public press, in literature and every conceivable means of advertising, and having told the story we welcome the inrush of eager, earnest men and are prepared to demonstrate at our Permanent Land Show Building the potentialities of the soil in the Prince Albert district. This imposing structure was erected in sixteen working days, establishing a construction record almost without parallel. In it you can find the possibilities of the Prince Albert district visualized. It is all outdoors, indoors—a half hour's tour through the surrounding district. Instead of spending days to determine the exact section best suited to your abilities it is here possible to see at a glance just what each town and village as well as each district means to your personal ambition and capabilities, and besides you'll find therein the offices of the Prince Albert Board of Trade, an organization alert at all times. Call on us if you can. We will show you soil samples and the products of every phase of intensive farming, flash on a great screen the pictures best calculated to provide definite information regarding the outlying country, explain land,

organizations would make any people shine in reflected glory. Finely trained in music, well drilled and brilliantly uniformed, they present a thrilling picture

Prince Albert is profoundly proud of its rise from a Hudson Bay post to a place in the serious affairs of the world; and [it is conscious, too, that

The Catholic Hospital





New School nearing completion

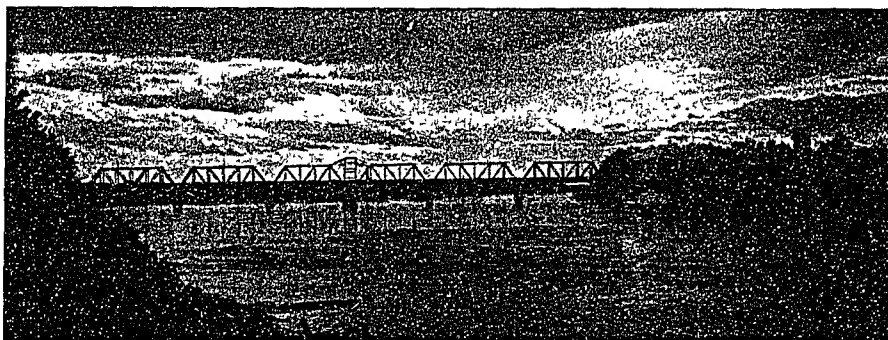
railway and surface maps, present you with accurate up-to-date literature, place a guide at your disposal and in every conceivable method known to aggressive advertising outline the magnetic advantages of the district. At night this great institution burns a myriad of welcoming lights and pro-

As a sporting country the Prince Albert district is par excellence. Large and small game abound in forest, field and stream.

claims a new era in colonization and development. Our invitation is not to the drone or ne'er-do-well, not to the men who cannot press the buttons of labor, honesty and brains, but always to those who believe in the power of a rich soil, the supremacy of their individual efforts and their own ability to swing wide the portals of evident opportunity. These are days when no man has an excuse for living in wage slavery or need, when no one should be sadly clad or illiterate, for there is a new country with a plenitude of possibilities, a place where those who will labor cannot fail of success or ever be touched of fortune. The stories of the westward movement are the brightest pages in our history. From the days of the Pilgrim Fathers the lure of the Westering sun has been at work for the good of all and the welfare of each. Come where nothing but your own weakness can keep you from a great place in a great democracy of brilliant endeavor. Have faith in Electric Prince Albert, the White Coal City of Saskatchewan and in the Imperial Prince Albert district and that faith will coin itself into gold.

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A view up the North Saskatchewan river

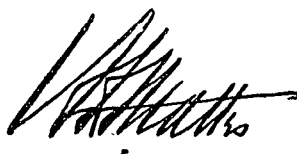


Our great north
country is filled
with minerals,
and our grazing
lands produce the
fattest cattle.
Here are oppor-
tunities galore.

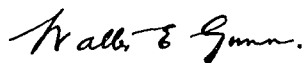
The
Prince Albert
Board of Trade



President



Vice-President



Secretary